

## CONTENTS

I. INTRODUCTION .....	I-1
BACKGROUND .....	I-1
STUDY DESIGN .....	I-3
FOCUS OF THE REPORT .....	I-6
II. FACILITIES AND DESIGNS .....	II-1
STATES' GUIDELINES FOR DESIGNING SELF-SERVICE ENVIRONMENTS .....	II-2
DEVELOPING FACILITIES TO SUPPORT SELF-SERVICE GOALS .....	II-3
External Design Features and Facility Accessibility .....	II-3
Promoting Staff Accessibility .....	II-5
Location and Layout of the Resource Room .....	II-7
Designing Resource Rooms to be User-Friendly and Professional .....	II-7
III. FACILITATING ACCESS TO SELF-SERVICES .....	III-1
ATTRACTING CUSTOMERS TO THE RESOURCE ROOM .....	III-2
Attracting Individual Job Seekers .....	III-2
Attracting Employer Customers to the One-Stop Center .....	III-6
ORIENTING CUSTOMERS TO THE SELF-SERVICE SYSTEM .....	III-6
Orienting Customers to the Center .....	III-7
Orienting Customers to Specific Self-Service Resources .....	III-10
PROMOTING UNIVERSAL ACCESS FOR A DIVERSE RANGE OF CUSTOMERS .....	III-13
Individuals with Disabilities .....	III-15
Individuals with Limited Computer Skills .....	III-22
Participants in Welfare to Work Programs .....	III-26
Youth Customers .....	III-27
Non-Native English Speakers .....	III-29
REMOTE ACCESS .....	III-31
DOCUMENTING THE PERFORMANCE OF THE SELF-SERVICES SYSTEM .....	III-33
Tracking Customer Usage .....	III-34
Measuring Customer Satisfaction .....	III-36
IV. STAFFING AND STAFF ROLES .....	IV-1

STAFFING ARRANGEMENTS IN THE RESOURCE ROOM.....	IV-1
STAFF ROLES AND RESPONSIBILITIES .....	IV-4
BUILDING STAFF CAPACITY .....	IV-9
CHALLENGES TO BUILDING STAFF CAPACITY .....	IV-12
 V. INFORMATION AND RESOURCES .....	 V-1
ASSESSMENT AND CAREER PLANNING .....	V-3
Electronic Resources.....	V-3
Audio-Visual and Printed Materials .....	V-6
Strategies to Assist Customers in Assessment and Career Planning .....	V-7
Strengths and Weaknesses of Self-Service Career Planning and Assessment Tools .....	V-9
INFORMATION ON EDUCATION AND TRAINING OPPORTUNITIES .....	V-10
Electronic Resources.....	V-10
Printed Materials .....	V-11
Assessing Effective Practices and Areas for Potential Improvement.....	V-12
LABOR MARKET INFORMATION .....	V-13
Electronic Resources and Print Materials .....	V-13
Customer Workshops and Staff Assistance.....	V-14
Assessment of the Adequacy of LMI.....	V-15
JOB LISTINGS AND JOB SEARCH ASSISTANCE.....	V-16
Public Job Banks and Employment Services .....	V-17
Other Job Search and Listing Resources.....	V-19
Printed Materials .....	V-20
Providing Job Search Assistance.....	V-21
Effective Practices for Job Search Assistance.....	V-23
SELF-SERVICES FOR RESUME AND COVER LETTER PREPARATION .....	V-25
Preparing and Posting Resumes.....	V-25
Printed Materials .....	V-27
Workshops and Assistance with Resumes and Cover Letters.....	V-27
Assessment of Adequacy of Resume Self-Services.....	V-29
 VI. SELF-SERVICE OPTIONS FOR EMPLOYERS.....	 VI-1
SELF-DIRECTED AND ASSISTED SELF-SERVICES FOR EMPLOYERS.....	VI-2
Recruitment and Screening Strategies.....	VI-3
Information Developed Specifically for Business.....	VI-7

HOW EMPLOYER SERVICES ARE DELIVERED .....	VI-9
CONCLUSIONS.....	VI-11
VII. SUMMARY AND CONCLUSIONS.....	VII-1
APPENDIX A: PROJECT PROFILES .....	A-1
THE MELBOURNE JOB LINK CENTER: BREVARD COUNTY, FL	
THE WORKFORCE DEVELOPMENT CENTER: BLOOMINGTON, IN	
THE BOSTON WORK PLACE: BOSTON, MA	
THE WORKFORCE CENTER OF ANOKA COUNTY: ANOKA COUNTY, MN	
CAPITAL OF TEXAS WORKFORCE CENTER (SOUTH): AUSTIN/TRAVIS COUNTY, TX	
THE MORRISVILLE CAREER RESOURCE CENTER: MORRISVILLE, VT	
THE CAREER DEVELOPMENT CENTER: RENTON, WA	
THE WORKFORCE DEVELOPMENT CENTER: RACINE, WI	
APPENDIX B: Resource List .....	B-1
APPENDIX C: List of Contacts at Study Sites .....	C-1
APPENDIX D: Samples of Resource Room Resources .....	D-1



## **ACKNOWLEDGEMENTS AND ATTRIBUTIONS**

This report was prepared by Social Policy Research Associates (SPR), under contract to the U.S. Department of Labor. The project was led by Dr. Ronald D’Amico, Project Director, and Sengsouvanh Soukamneuth, Project Manager. In addition to these two, authors of this report include Ruth Fedrau, Mary Kimball, and Michael Midling.

We would most especially like to thank the One-Stop Centers who accommodated our site visits, including:

- The Melbourne Job Link Center: Brevard County, FL
- the Workforce Development Center: Bloomington, IN
- The Boston Work Place: Boston, MA
- The Workforce Center of Anoka County: Anoka County, MN
- Capital of Texas Workforce Center (South): Austin/Travis County, TX
- The Morrisville Career Resource Center: Morrisville, VT
- The Career Development Center: Renton, WA
- The Workforce Development Center: Racine, WI

Staff at these Centers were extraordinarily helpful in explaining the operation of their Resource Rooms and sharing their experiences and insights with us. Any valuable lessons described in this report are directly attributable to their good advice.

The authors gratefully acknowledge the support and advice of the U.S. Department of Labor’s One-Stop team, especially Bonnie Coe, our project officer, and Richard Ensor. We also appreciate the assistance of DOL Regional and state One-Stop Coordinators, who provided us with advice in the project’s design stage and helped us identify case study sites to visit.